

Rep Order# 6840872 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/13/2012 9:45 AM  
Last Received: 08/13/2012 8:51 AM  
Showing Buylines: All Lines

1 of 2

Station WUPW-TV TOLEDO, OH.  
Advertiser ( ) RESTORE OUR FUTURE  
Product RESTORE OUR FUTURE  
Estimate# 1205  
Buyer ANNE BRAUNSCHEIDEL  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //1205  
Flight Dates 08/14/2012 - 08/20/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU F	10P-11P		:30	\$200.00	08/14-08/17	8	1	8	\$1,600.00	
				Buyline Comment: FOX TOL NEWS AT 10								
	2	SA-SU	10P-11P		:30	\$200.00	08/18-08/19	4	1	4	\$800.00	
				Buyline Comment: FOX TOL NEWS AT 10								
	3	SU	9A-10A		:30	\$25.00	08/19-08/19	1	1	1	\$25.00	
				Buyline Comment: FOX NEWS								
	4	M	10P-11P		:30	\$200.00	08/20-08/20	2	1	2	\$400.00	
				Buyline Comment: FOX TOL NEWS AT 10								

---REPORT TOTALS---

Report Totals: 15 / \$2,825.00

---SALES MONTHLY TOTALS---

Aug 12: 15 / \$2,825.00

Sales Totals: 15 / \$2,825.00

Station Totals: 15 / \$2,825.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$70,625	CATV	0%	WNCT	0%	WNWC	5%	WTOL	5%	WTWG	34%
		WUPW	4%								

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

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Books null  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE